

Date Mailed July 3, 2001
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BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN

Investigation of the Terms and Conditions under which  
Wisconsin Bell, Inc., Originates and Delivers IntraLATA  
Message Telecommunications Service to Interconnected  
Wireless Carriers

6720-TI-168

**NOTICE OF PROCEEDING  
AND  
INVESTIGATION AND ASSESSMENT OF COSTS**

**THIS IS A PROCEEDING** to investigate the proposal of Wisconsin Bell, Inc. (d/b/a/ Ameritech Wisconsin) (Ameritech), to discontinue existing contractual agreements to reverse bill land-to-wireless intraLATA message telecommunications service in Wisconsin, and instead apply standard intraLATA toll rates to end users originating that traffic.

On April 24, 2001, United States Cellular Corporation, CenturyTel Wireless, Inc., and New-Cell Inc. (collectively, complainants) filed a complaint against Ameritech objecting to Ameritech's decision to discontinue reverse billing of land-to-wireless calls in Wisconsin. Reverse billing is an intercarrier billing arrangement that permits a landline telephone end user to call a wireless telephone located outside the end user's local calling area without incurring a toll charge. Instead, the wireless providers (the complainants in this proceeding) pay the wireline carrier (Ameritech) a usage charge for originating and transporting the call. The alternative to a reverse billing arrangement is the standard long distance rate schedule commonly employed for toll calls: the toll carrier bills the end user a toll charge for carrying a long distance call, and compensates the originating and terminating local carriers for their participation in completing the call.

The complaint proposed an investigation under three statutory sections, Wis. Stat. §§ 196.04, 196.20 and 196.219. Since the statute authorizing an investigation into the authority to discontinue a service requires the Commission to adhere to a different schedule than an investigation under Wis. Stat. § 196.04 or 196.219, the Commission will open two dockets to concurrently consider the different aspects of this complaint. This proceeding will consider the second aspect of the complaint, whether reverse billing is a reasonable and appropriate means by which the expense of making and maintaining the physical connection between the carriers shall be paid, as required by Wis. Stat. § 196.04(2), and whether the Commission should take appropriate administrative action pursuant to Wis. Stat. § 196.219(4)(a) to enforce the requirements of that section, including but not limited to Wis. Stat. §§ 196.219(3)(a), (c), (g) and (h).

**NOTICE IS GIVEN** that the Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of Wisconsin Bell, Inc. (d/b/a Ameritech Wisconsin). The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an investigation will be assessed against and collected from Wisconsin Bell, Inc. (d/b/a Ameritech Wisconsin) in accordance with the provisions of Wis. Stat. § 196.85 and Wis. Admin. Code ch. PSC 5.

The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to obtain this document in a different format should contact the docket coordinator listed below.

Questions regarding this matter may be directed to docket coordinator Dennis Klaila at (608) 267-9780.

Dated at Madison, Wisconsin, \_\_\_\_\_

By the Commission:

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Lynda L. Dorr  
Secretary to the Commission

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